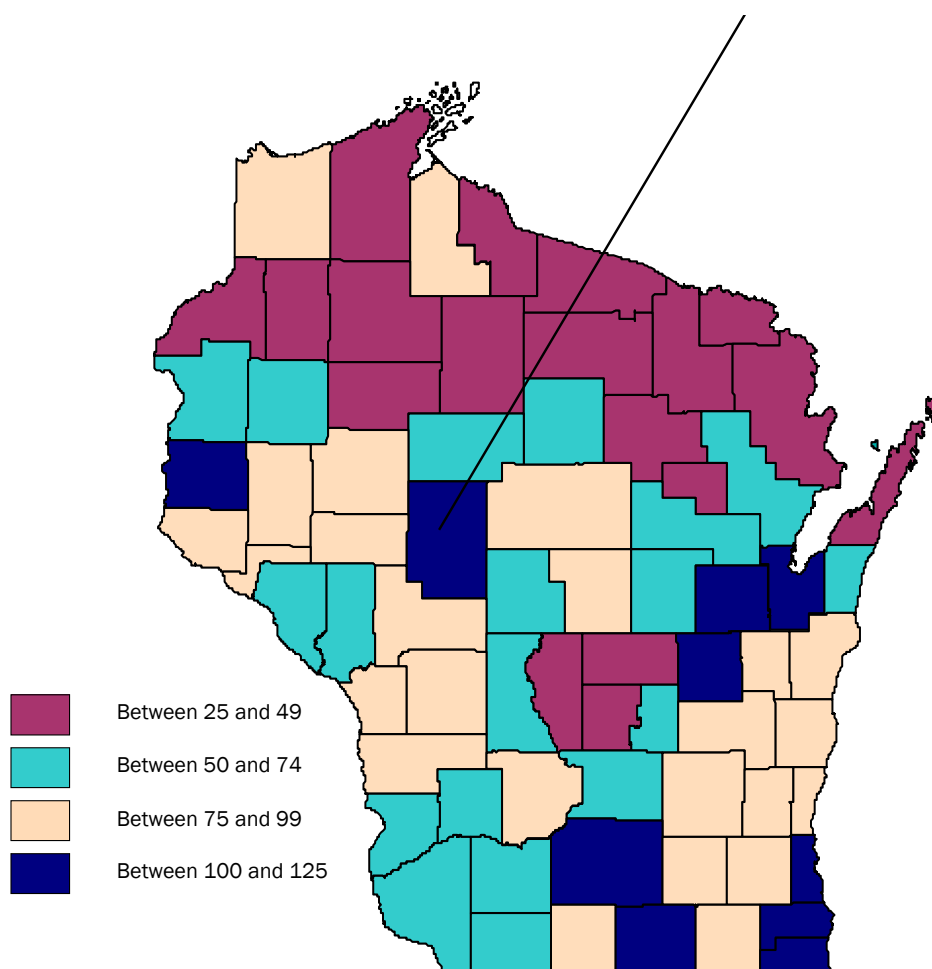


# Clark County Workforce Profile



The number of residents aged 25-29 years for every  
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



## County Population

The population in Clark County increased from Census 2000 to January 2004 but at a slower pace than in the nation and Wisconsin and ranked 48<sup>th</sup> fastest growing among the state's 72 counties. In the last four years the population in Clark County increased 2.4 percent by adding 816 residents. All but nine of the county's 46 municipalities gained residents during the period and five of the ten largest municipalities out-paced the percent increase of the county.

### Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
<b>United States</b>	281,421,906	292,287,454	10,865,548	3.9%
<b>Wisconsin</b>	5,363,715	5,532,955	169,240	3.2%
<b>Clark County</b>	33,557	34,373	816	2.4%
<b>Largest Municipalities</b>				
Neillsville, City	2,731	2,716	-15	-0.5%
Thorp, City	1,536	1,569	33	2.1%
Abbotsford, City*	1,412	1,402	-10	-0.7%
Loyal, City	1,308	1,309	1	0.1%
Fremont, Town	1,190	1,251	61	5.1%
Colby, City*	1,156	1,240	84	7.3%
Pine Valley, Town	1,121	1,224	103	9.2%
Greenwood, City	1,079	1,087	8	0.7%
Grant, Town	920	948	28	3.0%
Mayville, Town	919	948	29	3.2%

\*Clark County portion only

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

These municipalities, as well as the county, are growing primarily from an increase in the number of births. From 2000 to 2004 there were 1,942 births in Clark County that exceeded the number of deaths by 708. The fertility rate (see glossary) in Clark County of 81.3 is second highest in the state and exceeds the state rate of 58.7. The increase of 2.1 from natural changes in population in the county also exceeded the increase in the state of 1.6 percent and is closer to trends in metropolitan counties which, on average, have younger populations than non-metropolitan counties.

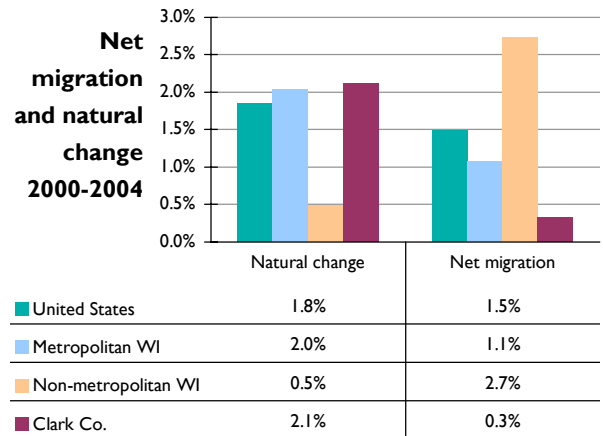
The population added 108 residents from net migration, more people moving into than leaving the area, for a migration rate of 0.3 percent. Population changes in the county from net migration have fluctuated between gains and losses over the past ten years.

These trends from both natural changes and migration were used to project the future

population in Clark County as demonstrated in the bottom graph. Those residents born since 2000 will be at least 30 years old in 2030 and are represented in the graph by the bars that extend higher than the shaded background area. This will create a larger population between 25 and 44 years old in 2030 than currently resides in the county. On the older end of the axis, however, the population between the ages of 60 and 79 will also be larger than it was in 2005.

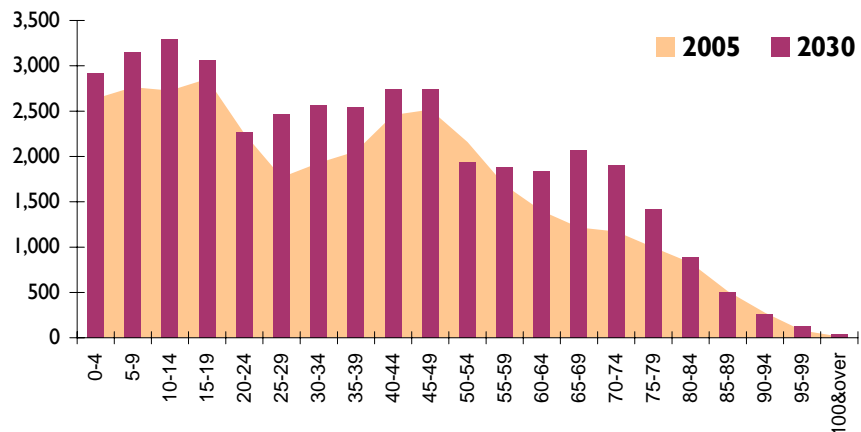
Although the county is not aging as quickly as other counties in the state, the overall trend is tilting toward an older population. Roughly 19 percent of the population is currently over 60 years old but by 2030 that share expands to 22 percent. In contrast, 39 percent of the current population is under 25 years old and that shrinks to 36 percent by 2030.

The impact of an aging population is perhaps more obvious in terms of services that they will require. But it also



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

### Population by Age Groups in Clark County



Source: WI Dept. of Administration, Demographic Services

## Future Population and Labor Supply

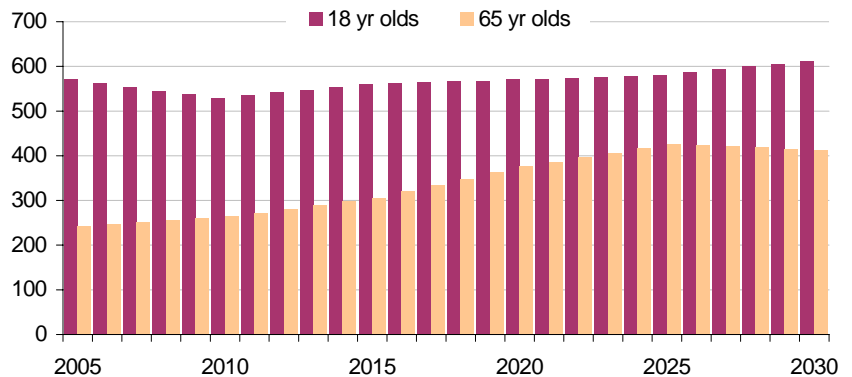
impacts the availability of labor. Assuming that 65 years old represents an average age of retirement and that 18 years old represents high school graduation then a plot of the number of these residents shows a narrowing gap between the two groups as illustrated in the graph on the right. Although the two ages never converge in Clark County the gap narrows significantly beginning in 2016.

As residents age their participation in the labor force declines. Labor force participation rates (LFPR, see glossary) among the population 25 to 50 years of age generally exceed 85 percent in Clark County. But, after 55 years the LFPR begins to drop and by 60 years it is under 60 percent. As the population ages the number of residents may increase but increases in the labor force will slow. However, unlike many other rural counties the labor force is not projected to decline.

Because Clark County has a large share of population in the younger age groups, the labor force is projected to increase ten percent in the next decade and six percent from 2010 to 2020. Labor force growth from 2010 to 2020, however, will lag the projected eight percent increase in population. In 2010 one-fifth of the labor force will be over 55 years old and that increases by 2020.

This projection uses national assumptions that included a slight increase in the participation rates of older residents but did not factor in the declining participation rates of white resi-

**Convergence of 18 & 65 year old population in Clark County**

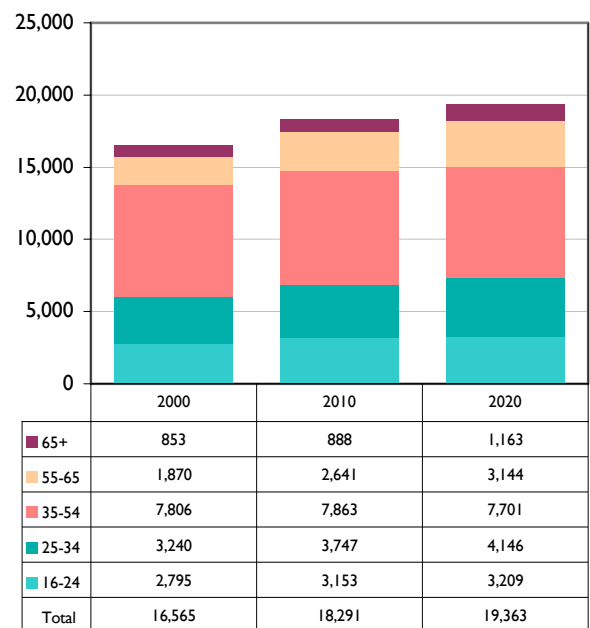


Source: WI Dept. of Administration, Demographic Services

dents; and, the population in Clark County is 97 percent white. The largest ethnic group, Hispanic, is less than two percent of the total population.

Two broad scenarios arise from the disparity in age and ethnicity: 1) there will be labor shortages due to retirements and the lack of replacement workers especially in occupations that rely on younger workers or require specialized skills; and 2) the aging population will impact the economy as an elderly population demands changes in the types of goods and services provided in local communities.

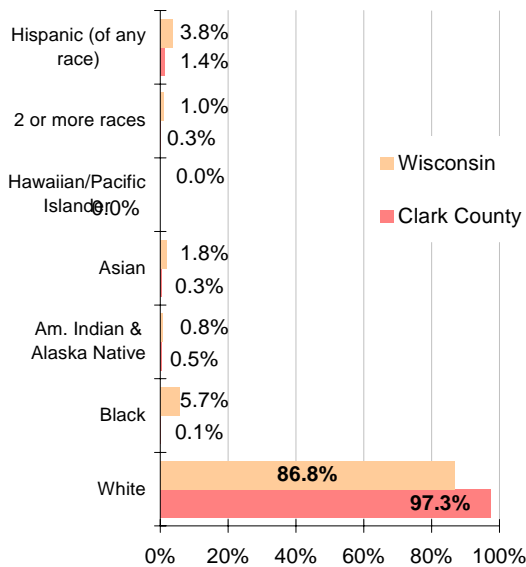
**Clark County Labor Force Projections by Age**



Decade change	2.8%	10.4%	5.9%
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Source: DWD, Office of Economic Advisors, August 2004

**Race and ethnic distribution**



Source: U.S. Census Population Characteristics Estimates, 2002

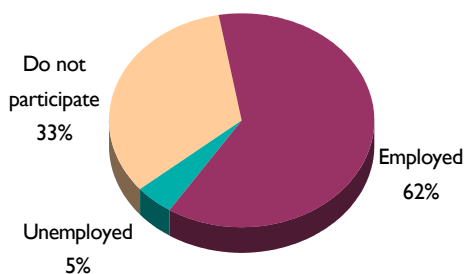
## Current Labor Force

Labor force participation represents the share of population that is 16 years old and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

In Clark County the participation rate was 66.6 percent. That means that 33 percent of the population 16 years old and older did not participate. That includes some students and individuals who choose not to work including retirees. As

fewer new job seekers to the labor force during the last recession is one of the reasons unemployment rates remained as low as they did. The unemployment rate in Clark County in 2003 was 7.2 percent compared to a 15.4 percent unemployment rate following the 1981-82 recession when the baby-boomers were entering the labor force in droves.

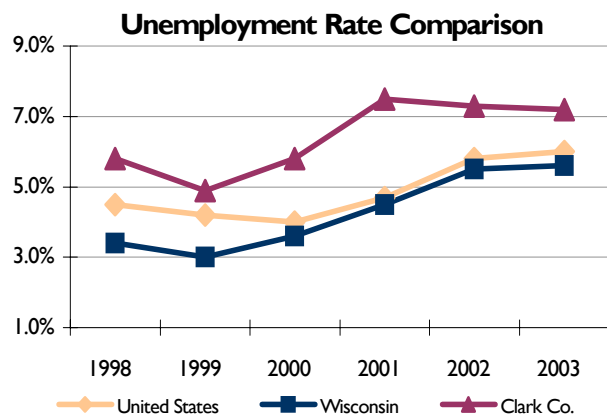
**Labor force participation in Clark County**



Source: DWD, Office of Economic Advisors, July 2004

the population ages, more retirees will be included in the non-participating category by choosing not to work and the overall labor force participation rate will decline.

There will also be fewer new entrants to the labor force who are seeking first-time jobs and, consequently, fewer included among the unemployed. That, in turn, will produce lower unemployment rates. The fact that there were



**Clark County Civilian Labor Force Data**

	1998	1999	2000	2001	2002	2003
Labor Force	16,707	15,506	15,877	16,188	15,766	16,452
Employed	15,739	14,741	14,964	14,974	14,613	15,268
Unemployed	968	765	913	1,214	1,153	1,184
Unemployment Rate	5.8%	4.9%	5.8%	7.5%	7.3%	7.2%

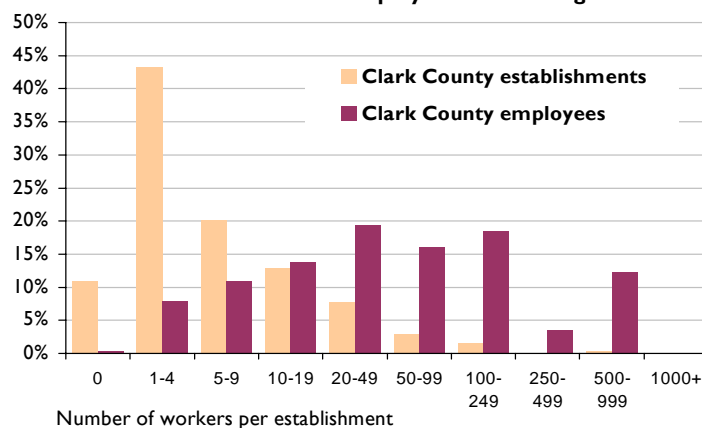
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

## Employers by Size

Nationwide, about one-quarter of the jobs are with employers that have 250 or more employees compared to roughly 31 percent in Wisconsin. However, of the roughly 9,564 jobs in Clark County only 13 percent are with employers with 250 or more workers. In stark contrast, the share of employers with 250 or more workers comprises less than one percent of all employers in Clark County similar to the share in the nation and in Wisconsin.

The greatest share of jobs in the county is with employers in the 20-49 employee range. However, the greatest share of employers, 54 percent, has fewer than five workers. The average employer in Clark County has 12 employees, compared with 17 employees in Wisconsin and 13 in the United States.

**Share of establishments & employees in size range in 2003**



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

## Industry & employers by size

Two of the county's largest employers have over 500 jobs and both represent industries on the top industry list. The third largest, with over 250 employees, also represents one of the largest industries in the county.

Food processing, an important segment of manufacturing, is the third largest industry in the county and is represented by two employers that produce very different products. The significance of dairy products is also seen in the inclusion of

dairy cattle and milk production (farming operations) in the top industry list (list does not include self-employed farmers).

Several of the county's largest industries are not represented by some of the largest employers. These industries, like food services and drinking places where the average employer had 13 workers, are comprised of many smaller employers who together provide many jobs.

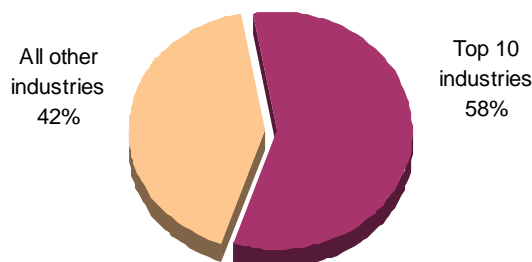
### Top 10 Industries in Clark County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Educational services	suppressed	suppressed	not avail.	not avail.
Executive, legislative, & gen government	45	908	-3	-9
Food manufacturing	18	872	-29	138
Machinery manufacturing	10	704	-7	88
Food services & drinking places	44	539	-6	111
Wood product manufacturing	10	403	-8	-175
Hospitals	suppressed	suppressed	not avail.	not avail.
Specialty trade contractors	59	295	-15	79
Food & beverage stores	13	288	32	-55
Animal production	21	276	15	49

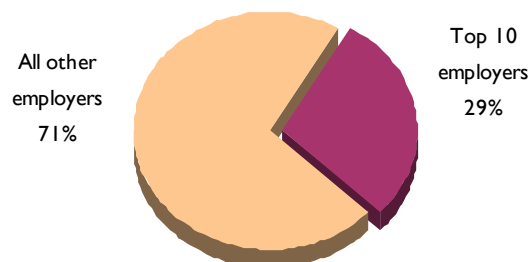
### Top 10 Employers in Clark County

Establishment	Product or Service	Size (Dec. 2003)
County of Clark	Executive, legislative, & gen. government offices	500-999 employees
Fleet Guard Inc.	Miscellaneous general purpose machinery mfg.	500-999 employees
Memorial Hospital Inc.	General medical and surgical hospitals	250-499 employees
Grassland Dairy Products Inc.	Creamery butter manufacturing	100-249 employees
Abbyland Pork Pack Inc.	Animal, except poultry, slaughtering	100-249 employees
School District of Neillsville	Elementary and secondary schools	100-249 employees
Weather Shield Mfg. Inc.	All other plastics product manufacturing	100-249 employees
Colby Public School	Elementary and secondary schools	100-249 employees
Leeson Electric Corp.	Motor and generator manufacturing	100-249 employees
Figi's Mail Order Gifts, Inc.	Mail-order houses	100-249 employees

Share of jobs in top 10 industries in Clark County



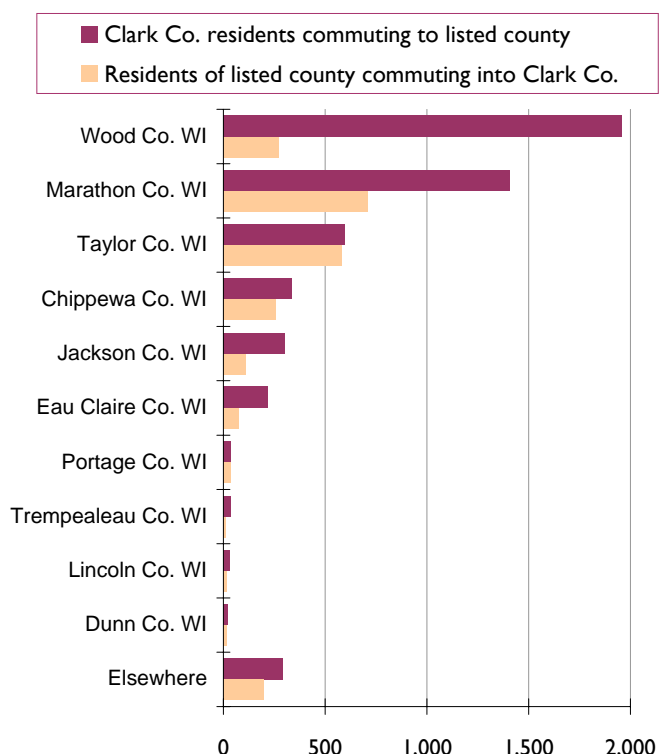
Share of Clark County jobs with top 10 employers



## Commuting

In Clark County, 5,240 residents, one-third of the workers who live in the county, traveled out of the county for a job. In most cases, commuters did not travel far from home, however. One in every three workers who left the county headed for destinations in Wood County, especially to employers in the City of Marshfield. More county residents traveled to Marshfield than any other municipality; while the second most popular destination was the City of Medford in Taylor County. Workers commuting to Marathon County travel to various destinations, chief among them are the cities of Abbotsford (Marathon Co. portion) and Wausau and the Village of Spencer.

Overall, workers leaving the county for jobs outnumber workers from other counties who commute to employers in Clark County. Roughly 2,300 workers travel from neighboring communities for a job in the county. Those coming from Marathon County most often work in the cities of Abbotsford (Clark Co. portion) or Colby. The exchange of workers between Clark and Taylor counties is nearly equal with Clark County residents commuting to Medford, and workers from Taylor County heading primarily to Dorchester. Overall, 2,000 workers from other counties commute to jobs in the City of Neillsville, the most popular destination for inbound travelers.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

## Key occupations & wages

The jobs in Clark County share some characteristics with neighboring counties and those similarities were used to define a labor supply area. This list includes wages for some of the occupations with the most employment in that area. It is significant because these 20 occupations provide approximately 15,900 jobs, or 32 percent of total employment, in the combined county area.

Each occupation includes a mean (average) and median (50<sup>th</sup> percentile) hourly wage, probably the most frequently requested wage information. If the mean and median are relatively close the labor market for that occupation is probably tight. Ten of the 20 occupations typically require only short-term training and, for the most part, have a mean hourly wage under \$11/hour. There are also jobs on this list that typically require only moderate to long-term training periods and have mean wages that range from \$1/hour to \$15.50/hour. Only two occupations require college degrees.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 <sup>th</sup>	50 <sup>th</sup>	75 <sup>th</sup>
Retail salespersons	\$10.75	\$7.15	\$9.25	\$12.93
Cashiers	\$7.44	\$6.26	\$7.23	\$8.36
Packers & packagers, hand	\$10.91	\$9.34	\$10.54	\$12.70
Truck drivers, heavy & tractor-trailer	\$15.44	\$12.38	\$14.83	\$18.36
Laborers & freight, stock, & material movers, hand	\$10.55	\$8.55	\$10.18	\$12.74
Bookkeeping, accounting, & auditing clerks	\$11.09	\$9.58	\$10.55	\$12.25
Team assemblers	\$11.54	\$9.35	\$11.62	\$14.08
Nursing aides, orderlies, & attendants	\$9.85	\$8.80	\$9.88	\$10.94
Janitors & cleaners, except maids & hskpg. cleaners	\$9.74	\$7.69	\$9.03	\$11.79
Elem. school teachers, except special ed.	-	-	-	-
Comb. food prep.& serving workers (fast food)	\$6.56	\$5.84	\$6.37	\$6.94
Office clerks, general	\$10.00	\$7.94	\$10.06	\$11.95
Teacher assistants	-	-	-	-
Stock clerks & order fillers	\$8.94	\$6.97	\$8.67	\$10.40
Production workers, all other	\$13.47	\$10.19	\$13.65	\$16.32
1st-line supvsr/mgrs. of prod. & operating workers	\$19.67	\$14.70	\$19.22	\$23.21
Helpers--production workers	\$12.66	\$10.76	\$12.35	\$13.93
Registered nurses	\$21.87	\$18.93	\$21.19	\$24.94
Maintenance & repair workers, general	\$15.01	\$12.50	\$15.07	\$17.35
Secretaries, except legal, medical, & executive	\$11.17	\$9.63	\$10.96	\$12.74

Clark County is part of an area which includes Barron, Burnett, Clark, Rusk and Taylor counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

## Employment and Wages

From 2002 to 2003, payroll employment in Clark County increased by 144 jobs, or 1.5 percent, while Wisconsin's fell 0.2 percent. The largest increase in employment occurred with manufacturing employers who provide 29 percent of the jobs in the county and 35 percent of total payroll. Manufacturing jobs increased 4.0 percent in the county compared with a -4.2 percent reduction in Wisconsin. Although manufacturing employers have the largest payroll, the annual average wage of \$29,923 is only 71 percent of wages for similar work in the state and wages declined 0.8 percent in 2003. Overall, average annual wages of \$24,877 are 74 percent of wages in the state and increased 2.7 percent from 2002 to 2003 compared with an increase statewide of 3.1 percent.

Several factors influence average wages in industries including occupation composition (professional and technical jobs generally have higher wages than clerical and service occupations), job tenure (those with more seniority are paid more than new hires), average workweek (full or part-time), and seasonal or temporary employment.

The distribution of total payroll and employment for the

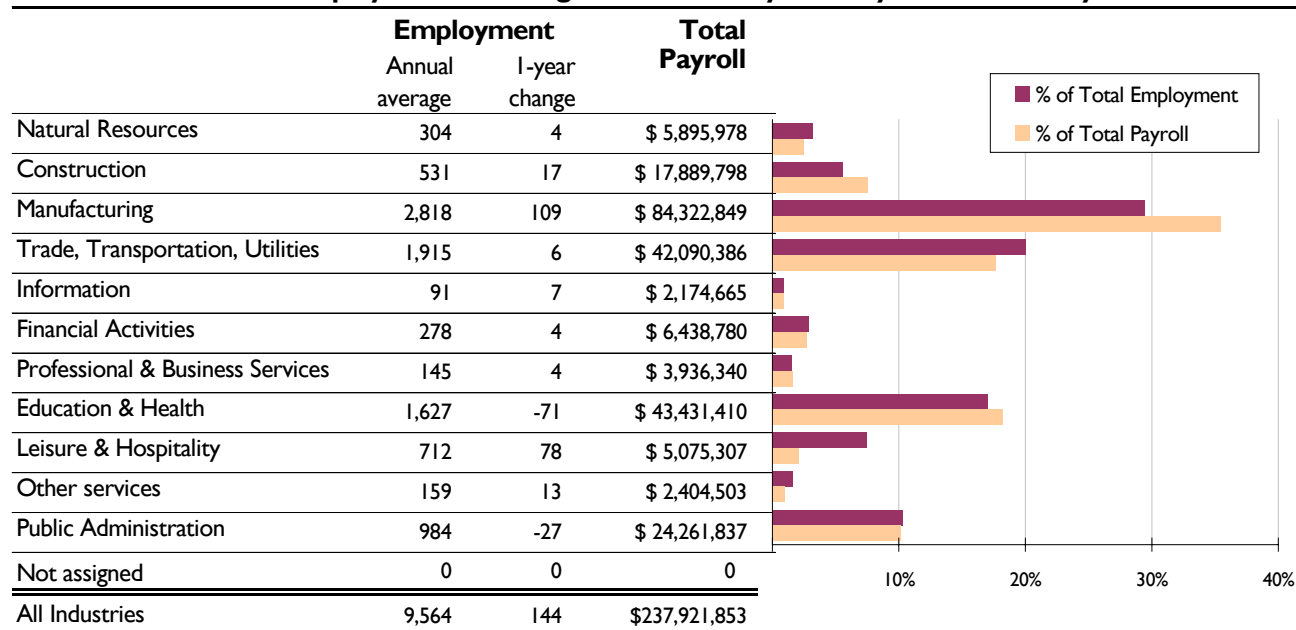
### Average Annual Wage by Industry Division in 2003

	Average Annual Wage Wisconsin	Average Annual Wage Clark County	Percent of Wisconsin	1-year % change
All Industries	\$ 33,423	\$ 24,877	74.4%	2.7%
Natural resources	\$ 25,723	\$ 19,395	75.4%	5.5%
Construction	\$ 40,228	\$ 33,691	83.8%	9.4%
Manufacturing	\$ 42,013	\$ 29,923	71.2%	-0.8%
Trade, Transportation, Utilities	\$ 28,896	\$ 21,979	76.1%	1.5%
Information	\$ 39,175	\$ 23,897	61.0%	3.6%
Financial activities	\$ 42,946	\$ 23,161	53.9%	8.0%
Professional & Business Services	\$ 38,076	\$ 27,147	71.3%	13.8%
Education & Health	\$ 35,045	\$ 26,694	76.2%	7.8%
Leisure & Hospitality	\$ 12,002	\$ 7,128	59.4%	1.5%
Other services	\$ 19,710	\$ 15,123	76.7%	-1.0%
Public Administration	\$ 35,689	\$ 24,656	69.1%	4.5%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

major industry groups in Clark County is detailed in the chart below. The second highest payroll is with education and health services, which in this case also includes public education, but the average annual wage of \$26,694 is only 76 percent of wages for similar work in the state. The highest average wages in construction are earned by workers in six percent of county jobs while the lowest average wages in leisure and hospitality are earned by workers in seven percent of the jobs.

### 2003 Employment and Wage Distribution by Industry in Clark County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004



## Per Capita Personal Income

Per capita personal income (see glossary) increased 2.0 percent in Clark County in 2002, slower than in the United States, Wisconsin and other non-metropolitan counties in the state. Following the small increase, the PCPI in the county was only 72 percent of PCPI in Wisconsin and 70 percent of the United States. The Clark County PCPI ranks 69<sup>th</sup> out of 72 counties in Wisconsin.

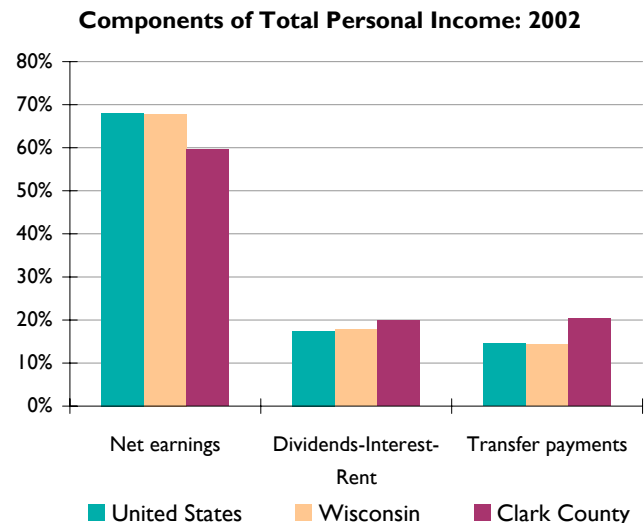
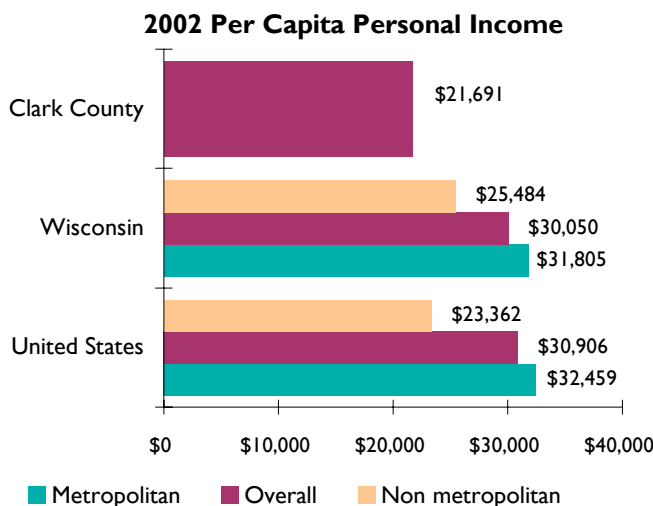
The greatest share of total personal income is net earnings from jobs, both in and out of the county, self-employment and proprietorships. Not only are annual average wages considerably lower than in Wisconsin but the share of net earnings

in total personal income of 58 percent in Clark County is well below the 68 percent of both the state and nation. In contrast transfer payments comprise a much larger share of total personal income. Both factors contribute to the lower PCPI in the county.

While PCPI is often used as a comparative income measure it should be remembered that population is also a key component. PCPI is the result of dividing total income by total population. Residents over 18 years old earn most income but the younger population is still included in the formula. Likewise, a retired population has a much lower earning capacity.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Clark County	\$17,507	\$19,510	\$20,082	\$20,468	\$21,268	\$21,691	2.0%	23.9%
<b>In current dollars (adjusted to U.S. CPI-U)</b>								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Clark County	\$19,623	\$21,533	\$21,686	\$21,383	\$21,604	\$21,691	0.4%	10.5%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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**Metropolitan Statistical Area (MSA)** - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

**Non-metropolitan county** - Any county that is not a member of a metropolitan statistical area.

**Net Migration** - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

**Natural Change** - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

**Fertility rate** - Number of live births per 1,000 women aged 15-44 years.

**Employed** - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

**Unemployed** - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

**Labor Force** - The sum of the employed and unemployed, whom are at least 16 years of age and older.

**Unemployment Rate** - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

**Labor Force Participation Rate (LFPR)** - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

**Suppressed** - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

**Total Personal Income** - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

**Per Capita Personal Income (PCPI)** - Total personal income divided by the total population.

**Current Dollars** - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

**CPI-U** - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.